	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	995	42,073	135,264
2010 Total Population	1,789	48,811	145,431
2018 Total Population	2,338	51,863	154,233
2018 Group Quarters	1	375	511
2023 Total Population	2,551	53,559	158,800
2018-2023 Annual Rate	1.76%	0.65%	0.59%
2018 Total Daytime Population	13,456	81,221	196,615
Workers	12,388	58,160	128,037
Residents	1,068	23,061	68,578
Household Summary			
2000 Households	451	17,277	55,755
2000 Average Household Size	2.19	2.42	2.41
2010 Households	836	20,411	60,758
2010 Average Household Size	2.14	2.37	2.39
2018 Households	1,089	21,767	64,358
2018 Average Household Size	2.15	2.37	2.39
2023 Households	1,187	22,524	66,267
2023 Average Household Size	2.15	2.36	2.39
2018-2023 Annual Rate	1.74%	0.69%	0.59%
2010 Families	458	12,703	38,739
2010 Average Family Size	2.97	3.07	3.04
2018 Families	593	13,276	40,397
2018 Average Family Size	2.95	3.05	3.03
2023 Families	644	13,632	41,347
2023 Average Family Size	2.94	3.05	3.03
2018-2023 Annual Rate	1.66%	0.53%	0.47%
Housing Unit Summary			
2000 Housing Units	516	18,152	58,337
Owner Occupied Housing Units	76.0%	61.5%	62.2%
Renter Occupied Housing Units	11.4%	33.7%	33.4%
Vacant Housing Units	12.6%	4.8%	4.4%
2010 Housing Units	949	22,409	66,100
Owner Occupied Housing Units	60.2%	56.2%	59.2%
Renter Occupied Housing Units	27.9%	34.9%	32.7%
Vacant Housing Units	11.9%	8.9%	8.1%
2018 Housing Units	1,188	23,416	69,019
Owner Occupied Housing Units	66.6%	56.9%	59.4%
Renter Occupied Housing Units	25.1%	36.1%	33.9%
Vacant Housing Units	8.3%	7.0%	6.8%
2023 Housing Units	1,267	24,076	70,765
Owner Occupied Housing Units	68.3%	57.8%	60.2%
Renter Occupied Housing Units	25.4%	35.8%	33.4%
Vacant Housing Units	6.3%	6.4%	6.4%
Median Household Income			
2018	$100,864	$82,437	$83,596
2023	$113,187	$96,503	$97,032
Median Home Value			
2018	$287,410	$271,533	$273,249
2023	$325,765	$295,563	$298,302
Per Capita Income			
2018	$55,047	$47,008	$47,633
2023	$66,506	$54,915	$55,720
Median Age			
2010	39.0	38.6	39.6
2018	39.9	39.9	40.8
2023	39.3	40.6	41.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018

	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	1,089	21,767	64,358
<$15,000	8.6%	6.4%	5.7%
$15,000 - $24,999	4.9%	5.6%	6.0%
$25,000 - $34,999	6.9%	7.2%	6.7%
$35,000 - $49,999	8.8%	10.4%	10.1%
$50,000 - $74,999	11.9%	16.4%	16.4%
$75,000 - $99,999	8.3%	11.2%	12.4%
$100,000 - $149,999	21.7%	18.5%	18.6%
$150,000 - $199,999	12.6%	11.2%	10.4%
$200,000+	16.3%	13.1%	13.7%
Average Household Income	$121,207	$111,608	$113,605
2023 Households by Income			
Household Income Base	1,187	22,524	66,267
<$15,000	6.7%	4.8%	4.2%
$15,000 - $24,999	3.8%	4.5%	4.7%
$25,000 - $34,999	5.6%	6.1%	5.6%
$35,000 - $49,999	7.6%	9.8%	9.2%
$50,000 - $74,999	10.6%	15.2%	15.3%
$75,000 - $99,999	7.4%	10.9%	12.1%
$100,000 - $149,999	22.8%	20.5%	20.6%
$150,000 - $199,999	13.2%	11.9%	11.1%
$200,000+	22.2%	16.4%	17.2%
Average Household Income	$146,742	$130,209	$132,906
2018 Owner Occupied Housing Units by Value			
Total	791	13,319	40,986
<$50,000	12.6%	5.5%	4.5%
$50,000 - $99,999	6.8%	4.3%	4.9%
$100,000 - $149,999	5.6%	8.5%	7.7%
$150,000 - $199,999	6.7%	12.2%	13.0%
$200,000 - $249,999	5.2%	13.4%	12.7%
$250,000 - $299,999	17.6%	14.3%	15.5%
$300,000 - $399,999	22.1%	22.2%	21.5%
$400,000 - $499,999	14.8%	12.1%	10.2%
$500,000 - $749,999	8.7%	5.9%	7.5%
$750,000 - $999,999	0.0%	0.9%	1.5%
$1,000,000 - $1,499,999	0.0%	0.5%	0.8%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	$285,101	$294,382	$303,942
2023 Owner Occupied Housing Units by Value			
Total	865	13,911	42,612
<$50,000	10.4%	4.5%	3.8%
$50,000 - $99,999	4.6%	2.9%	3.3%
$100,000 - $149,999	3.8%	5.9%	5.5%
$150,000 - $199,999	5.3%	11.1%	11.1%
$200,000 - $249,999	4.0%	12.6%	11.7%
$250,000 - $299,999	16.0%	14.3%	15.1%
$300,000 - $399,999	22.7%	22.7%	22.3%
$400,000 - $499,999	21.3%	17.1%	14.9%
$500,000 - $749,999	11.9%	7.1%	9.5%
$750,000 - $999,999	0.0%	1.0%	1.7%
$1,000,000 - $1,499,999	0.0%	0.5%	0.9%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	$322,572	$319,662	$332,511

December 20, 2018

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	1,788	48,812	145,431
0 - 4	7.6%	5.8%	5.6%
5 - 9	7.1%	6.8%	6.4%
10 - 14	5.6%	7.3%	6.8%
15 - 24	7.0%	11.1%	11.5%
25 - 34	15.0%	13.3%	13.2%
35 - 44	18.5%	15.9%	14.5%
45 - 54	13.9%	16.6%	16.5%
55 - 64	9.6%	10.8%	12.4%
65 - 74	6.0%	5.4%	6.5%
75 - 84	4.8%	4.3%	4.4%
85 +	5.0%	2.6%	2.1%
18 +	77.0%	75.6%	76.8%
2018 Population by Age			
Total	2,339	51,863	154,233
0 - 4	6.5%	5.3%	5.2%
5 - 9	7.3%	5.8%	5.6%
10 - 14	6.9%	6.3%	6.1%
15 - 24	8.8%	11.8%	11.7%
25 - 34	12.3%	14.1%	13.7%
35 - 44	16.1%	13.4%	12.9%
45 - 54	14.6%	14.1%	13.8%
55 - 64	11.2%	13.6%	14.5%
65 - 74	7.4%	8.0%	9.4%
75 - 84	4.5%	4.7%	4.7%
85 +	4.4%	3.0%	2.5%
18 +	75.8%	78.8%	79.3%
2023 Population by Age			
Total	2,549	53,558	158,799
0 - 4	6.7%	5.3%	5.2%
5 - 9	7.4%	5.5%	5.4%
10 - 14	7.0%	5.7%	5.7%
15 - 24	8.3%	10.4%	10.5%
25 - 34	12.9%	15.0%	14.1%
35 - 44	17.2%	13.9%	13.7%
45 - 54	13.1%	12.4%	12.3%
55 - 64	10.5%	13.1%	13.7%
65 - 74	7.9%	9.8%	11.0%
75 - 84	4.9%	5.8%	6.0%
85 +	4.1%	3.0%	2.5%
18 +	75.4%	80.0%	80.3%
2010 Population by Sex			
Males	859	23,596	69,950
Females	930	25,215	75,481
2018 Population by Sex			
Males	1,123	25,019	74,109
Females	1,214	26,844	80,123
2023 Population by Sex			
Males	1,225	25,848	76,399
Females	1,325	27,710	82,401

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	1,789	48,811	145,431
White Alone	63.0%	72.1%	74.9%
Black Alone	6.4%	8.8%	10.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	28.3%	16.0%	12.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.8%	0.7%
Two or More Races	1.6%	2.0%	2.0%
Hispanic Origin	2.1%	3.2%	2.8%
Diversity Index	53.9	48.0	44.7
2018 Population by Race/Ethnicity			
Total	2,338	51,864	154,233
White Alone	54.0%	66.2%	70.1%
Black Alone	6.2%	9.2%	10.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	37.4%	21.2%	16.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.9%	0.9%
Two or More Races	1.7%	2.3%	2.4%
Hispanic Origin	2.3%	3.7%	3.3%
Diversity Index	58.4	54.3	50.6
2023 Population by Race/Ethnicity			
Total	2,551	53,559	158,801
White Alone	48.4%	61.6%	66.3%
Black Alone	6.3%	9.6%	10.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	42.9%	25.0%	19.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.0%	1.0%
Two or More Races	1.7%	2.5%	2.6%
Hispanic Origin	2.5%	4.1%	3.7%
Diversity Index	59.8	58.4	54.7
2010 Population by Relationship and Household Type			
Total	1,789	48,811	145,431
In Households	99.9%	99.3%	99.7%
In Family Households	77.0%	80.9%	81.9%
Householder	25.3%	26.0%	26.7%
Spouse	21.4%	21.2%	21.6%
Child	27.3%	30.2%	30.0%
Other relative	2.3%	2.4%	2.6%
Nonrelative	0.9%	1.1%	1.0%
In Nonfamily Households	22.9%	18.4%	17.8%
In Group Quarters	0.1%	0.7%	0.3%
Institutionalized Population	0.0%	0.6%	0.3%
Noninstitutionalized Population	0.1%	0.1%	0.1%

December 20, 2018

	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	1,648	36,735	110,171
Less than 9th Grade	2.2%	1.5%	1.5%
9th - 12th Grade, No Diploma	5.7%	3.3%	2.9%
High School Graduate	13.7%	12.5%	12.6%
GED/Alternative Credential	2.7%	1.7%	1.4%
Some College, No Degree	9.8%	16.0%	17.8%
Associate Degree	5.4%	6.7%	7.1%
Bachelor's Degree	26.6%	32.0%	31.4%
Graduate/Professional Degree	33.8%	26.2%	25.4%
2018 Population 15+ by Marital Status			
Total	1,852	42,854	128,144
Never Married	22.4%	27.4%	28.1%
Married	62.8%	56.2%	56.4%
Widowed	6.4%	6.7%	5.7%
Divorced	8.4%	9.7%	9.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	97.7%	97.5%
Civilian Unemployed (Unemployment Rate)	3.4%	2.3%	2.5%
2018 Employed Population 16+ by Industry			
Total	1,290	29,360	87,326
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.0%	3.1%	3.4%
Manufacturing	32.5%	21.9%	20.3%
Wholesale Trade	0.9%	2.7%	2.8%
Retail Trade	10.7%	9.8%	9.9%
Transportation/Utilities	1.6%	3.4%	2.9%
Information	1.5%	1.7%	1.7%
Finance/Insurance/Real Estate	6.7%	8.3%	8.1%
Services	40.2%	46.7%	48.4%
Public Administration	0.9%	2.4%	2.4%
2018 Employed Population 16+ by Occupation			
Total	1,289	29,359	87,326
White Collar	85.0%	79.3%	76.8%
Management/Business/Financial	20.4%	21.3%	21.1%
Professional	39.9%	33.1%	32.1%
Sales	10.9%	12.6%	12.6%
Administrative Support	13.8%	12.1%	11.1%
Services	4.5%	11.4%	12.0%
Blue Collar	10.5%	9.4%	11.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	3.6%	1.7%	2.0%
Installation/Maintenance/Repair	0.5%	0.9%	1.5%
Production	5.5%	3.7%	4.3%
Transportation/Material Moving	0.9%	2.9%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	1,789	48,811	145,431
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

December 20, 2018

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	837	20,411	60,757
Households with 1 Person	40.1%	32.3%	30.9%
Households with 2+ People	59.9%	67.7%	69.1%
Family Households	54.7%	62.2%	63.8%
Husband-wife Families	46.1%	50.7%	51.5%
With Related Children	24.7%	25.8%	24.1%
Other Family (No Spouse Present)	8.6%	11.6%	12.2%
Other Family with Male Householder	2.0%	2.9%	3.1%
With Related Children	1.0%	1.5%	1.6%
Other Family with Female Householder	6.6%	8.7%	9.1%
With Related Children	3.3%	5.3%	5.5%
Nonfamily Households	5.1%	5.4%	5.4%
All Households with Children	29.3%	32.9%	31.4%
Multigenerational Households	1.9%	2.1%	2.1%
Unmarried Partner Households	4.9%	5.0%	4.7%
Male-female	4.3%	4.6%	4.3%
Same-sex	0.6%	0.4%	0.4%
2010 Households by Size			
Total	838	20,411	60,759
1 Person Household	40.1%	32.3%	30.9%
2 Person Household	26.8%	30.3%	32.3%
3 Person Household	14.0%	15.2%	15.5%
4 Person Household	14.3%	14.8%	13.8%
5 Person Household	3.7%	5.4%	5.3%
6 Person Household	0.8%	1.4%	1.6%
7 + Person Household	0.2%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	836	20,411	60,758
Owner Occupied	68.3%	61.7%	64.4%
Owned with a Mortgage/Loan	49.4%	47.7%	48.6%
Owned Free and Clear	18.9%	14.0%	15.8%
Renter Occupied	31.7%	38.3%	35.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	949	22,409	66,100
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Rings: 1, 3, 5 mile radii

43620 W Oaks Dr, Novi, MI 48377, USA
Latitude: 42.49
Longitude: -83.48

		1 mile	3 mile	5 mile
Top 3 Tapestry Segments				
	1.	Boomburbs (1C)	Professional Pride (1B)	Enterprising Professionals
	2.	Retirement Communities	Enterprising Professionals	Savvy Suburbanites (1D)
	3.	Professional Pride (1B)	Young and Restless (11B)	Professional Pride (1B)
2018 Consumer Spending				
Apparel & Services: Total $		$3,508,906	$64,119,923	$191,201,239
Average Spent		$3,222.14	$2,945.74	$2,970.90
Spending Potential Index		148	135	137
Education: Total $		$2,266,836	$44,003,458	$133,077,502
Average Spent		$2,081.58	$2,021.57	$2,067.77
Spending Potential Index		144	140	143
Entertainment/Recreation: Total $		$4,987,754	$91,555,986	$276,263,812
Average Spent		$4,580.12	$4,206.18	$4,292.61
Spending Potential Index		142	131	133
Food at Home: Total $		$7,566,439	$141,831,982	$426,567,679
Average Spent		$6,948.06	$6,515.92	$6,628.04
Spending Potential Index		138	130	132
Food Away from Home: Total $		$5,609,805	$103,470,490	$309,114,437
Average Spent		$5,151.34	$4,753.55	$4,803.05
Spending Potential Index		147	135	137
Health Care: Total $		$8,540,487	$156,562,432	$477,001,378
Average Spent		$7,842.50	$7,192.65	$7,411.69
Spending Potential Index		137	126	129
HH Furnishings & Equipment: Total $		$3,316,618	$60,341,108	$181,697,449
Average Spent		$3,045.56	$2,772.14	$2,823.23
Spending Potential Index		146	133	135
Personal Care Products & Services: Total $		$1,339,992	$24,427,307	$73,166,342
Average Spent		$1,230.48	$1,122.22	$1,136.86
Spending Potential Index		149	136	137
Shelter: Total $		$26,076,709	$490,039,122	$1,471,433,971
Average Spent		$23,945.55	$22,512.94	$22,863.26
Spending Potential Index		143	134	136
Support Payments/Cash Contributions/Gifts in Kind: Total $		$3,884,352	$71,107,824	$214,630,209
Average Spent		$3,566.90	$3,266.77	$3,334.94
Spending Potential Index		143	131	134
Travel: Total $		$3,533,532	$63,491,527	$191,517,643
Average Spent		$3,244.75	$2,916.87	$2,975.82
Spending Potential Index		151	135	138
Vehicle Maintenance & Repairs: Total $		$1,630,455	$30,305,421	$91,576,977
Average Spent		$1,497.20	$1,392.26	$1,422.93
Spending Potential Index		139	129	132

December 20, 2018